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Note for Broeman, Ina

From: McComb, Drew
Date: Sun, Jan 7, 1996 9:38 PM
Subject: Spring Training
To: Sampson, Steve
Cc: Broeman, Ina; Butler, Renee; Doherty, Mary

As we discussed, Spring Training offers us the opportunity to show support to Miami Motorsports for their patience and hard work through the renegotiation and pole banner approval. It also gives the Marlboro Racing group a chance to work the bugs out of the system, train some new team members and liquidate some 1995 merchandise. The following is an outline of what we are receiving. If you have any questions, let me know.

• Name sponsor of Fan Appreciation Day, Wednesday, Fenruary 7th, 1996

• 10,000 Comp tickets good for all days

• Right to a 20' x 40' merchandising area in the manufacturers display area to conduct merchandise sales. (Standard pack sales trailer language)

• Right to operate the Marlboro Racing simulators games in a tent to be provided by Miami Motorsports. Tent specifications to be provided by PM. Tent costs assumed by MM. Game use restricted to consumers 21 years of age or older who certify they are smokers.

• Access to a prime 50' x 75' area for operation of the Marlboro Media Trailer including parking for six cars and the right to cook our own food. (Standard Media Trailer paragraph)

• The right to set-up any and all equipment beginning Thursday, February 1st.

• MM to provide security for all PM equipment. Schedule to be provided by PM.

• One Garage Suite including 50 passes good all week and closed circuit television.

• Signage to be mutually agreed upon.

• Full Page ad and editorial in So. Florida Racing News (Spring Training Edition).

• Quantity of VIP credentials and parking passes TBD.

• Sponsorship Fee - $15,000 payable the first day of the event.

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Source: https://www.industrydocuments.ucsf.edu/docs/hmbk0004